

Shelby County, Kentucky
NPDES - MS4 Phase II - SWQMP Measurable Goals Table

1. PUBLIC EDUCATION AND OUTREACH				Year 1	Year 2	Year 3	Year 4	Year 5
Task Title - BMP - Activity Description	Measureable Goal / Quantifiable Products	Targets / Measurable	Responsible Parties	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
1.A Educate the general public and stakeholders								
1 Utilize plan to educate the general public and stakeholders	See Activities Below		See Activities Below	-	-	-	-	-
2 Develop stormwater web-site	Provide access to program objectives and status information and additional pertinent information	Web site easy access and usability with an emphasis on educational information	MS4 Program Coordinator			Develop content and publish web site page	Add additional educational material and links	Add additional educational material and links
3 Explore social media opportunities	Explore options with Persimmon Ridge Neighborhood / Golf Course Community to provide content for their existing social media platforms	Content delivered to the target audience: Persimmon Ridge residents	MS4 Program Coordinator	Explore Partner Opportunities	Report activities	Report activities	Report activities	Report activities
4 Educate and inform elected officials on program implications	Meet with Fiscal Court and/or sub-committees informing them of program progress and implications	At least two updates per year (Attendance Sign In Sheet)	MS4 Program Coordinator	Inform and involve elected officials prior to budget process	Summary of Activities	Summary of Activities	Summary of Activities	Summary of Activities
1.B Distribute stormwater educational materials								
1 Explore stormwater educational material ads published in the Persimmon Ridge Newsletter.	If Persimmon Ridge will accept content, then develop educational materials to be published in their newsletter. Topics to include fertilizer, pet waste, auto maintenance and other topic(s)	At least once per year	MS4 Program Coordinator	Explore Partner Opportunities	Advertise at least one per year	Evaluate Effectiveness for future ads	Evaluate Effectiveness for future ads	Evaluate Effectiveness for future ads
2 Explore partnerships for stormwater educational material ads played in the local cinemas.	Discussions with City of Shelbyville about potential partnership opportunities	Summary of Discussions or Action Items	MS4 Program Coordinator		Evaluate Effectiveness for future ads	Evaluate Effectiveness for future ads	Evaluate Effectiveness for future ads	Evaluate Effectiveness for future ads
3 Explore partnership with KYTC on educational commercials provided on local radio stations.	Explore Shelby County partnering with KYTC to provide commercials that run during peak hours on the most listened to station in the County per interlocal agreement	Summary of Discussions or Action Items	MS4 Program Coordinator	Open Discussion with KYTC	Subject to KYTC's involvement	Subject to KYTC's involvement	Subject to KYTC's involvement	Subject to KYTC's involvement

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1.C Implement other public outreach efforts									
1 Use public outreach plans	See Activities Below		See Activities Below	-	-	-	-	-	-
2 New Construction and Post-Construction Ordinances and Policies	Inform and outreach with local building community regarding new ordinances; Evaluate opportunities with local utility managers meetings with local development, EMA Planning Committee, Builders Association and/or Louisville MSD "Construction Field Day" and City of Shelbyville Outreach Efforts	At least two outreach activities before new ordinances effective date(s) and two after, one annually thereafter	MS4 Program Coordinator	Explore Partner Opportunities	At least two outreach activities before release	At least one activity			
3 New Illicit Discharge Ordinance and Policy	Inform and outreach with local building community regarding new ordinances; Evaluate opportunities with local utility managers meetings with local development, EMA planning committee	at least three times over permit term	MS4 Program Coordinator	Explore Partner Opportunities	Report activities	Report activities	Report activities	Report activities	Report activities

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2. PUBLIC INVOLVEMENT AND PARTICIPATION				Year 1	Year 2	Year 3	Year 4	Year 5
Task Title - BMP - Activity Description	Measureable Goal / Quantifiable Products	Targets / Measurables	Responsible Parties	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
2.A Involvement and Participation								
1 Comply with state and local public notice requirements	On Going		All departments					
2 Review public involvement and participation plan	See Activities Below		See Activities Below	-	-	-	-	-
3 Utilize website mechanism/procedure to receive and consider information from public on water quality associated with construction sites	Website set up to receive public comments, track them and route them to the appropriate responsible parties	Publically Accessible Website	MS4 Program Coordinator		Planning Progress Reported	County Web Site Running	County Web Site Running	County Web Site Running
4 Explore partnerships with City of Shelbyville, Triple S (Planning), University Extension Offices, NRCS Offices, Master Gardeners and/or Clear Creek Conservation Trust for involvement with green infrastructure	Identify and begin implementing opportunities for post-construction stormwater quality demonstration projects for local residents and contractors to visit and learn from.	At least one event per year	MS4 Program Coordinator	Explore partnerships for local demonstration projects	Explore Partnerships to begin after new ordinance in effect	Start Partnerships (if accepted)	Report Partnership Status	
5 Continue and participation in the "Clean Community" program	Conitiure litter abatement program that incorporates the elements of Cleanup, Enforcement, Beautification and Education. This may include: county-wide clean-up days, voluntary recycling, clean-up of roads, household hazardous wastes disposal or other related stewardship initiatives.	At least one event per year	Clean Commpunity Program Director	Report activities and metrics of people involved and/or materials collected	Report activities and metrics of people involved and/or materials collected	Report activities and metrics of people involved and/or materials collected	Report activities and metrics of people involved and/or materials collected	Report activities and metrics of people involved and/or materials collected
6 Tire Turn-in Amnesty Program	Receive used tires from local residents that would otherwise be dumped or disposed of improperly	Metrics from (every two years) volunteer container program	Road Department	Report number of containers collected		Report number of containers collected		Report number of containers collected
7 Continue "Rinse and Return" Program	Collect rinse and return used pesticide and herbicide containers for use by local farmers	Metrics from annual volunteer container program	Road Department	Report number of containers collected				
8 Continue roadside litter pick up program	Offer roadside litter pick up program to interested groups (scouts, clubs etc.)	Metrics from Cleanup Performed	Road Department	Report miles of roadside in program and/or amount of materials collected	Report miles of roadside in program and/or amount of materials collected	Report miles of roadside in program and/or amount of materials collected	Report miles of roadside in program and/or amount of materials collected	Report miles of roadside in program and/or amount of materials collected

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3. ILLICIT DISCHARGE DETECTION AND ELIMINATION				Year 1	Year 2	Year 3	Year 4	Year 5
Task Title - BMP - Activity Description	Measureable Goal / Quantifiable Products	Targets / Measurables	Responsible Parties	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
3.A Make Illicit Discharges Illegal								
1 Prohibit, through regulatory mechanism, illicit discharges into the MS4 and implement enforcement procedures and actions	Ordinance or other regulatory mechanism in place, meeting the specific requirements in the MS4 Permit	Effective Ordinance by May 1, 2020	County Attorney, Fiscal Court	Evaluate Examples from Other Communities	Adopt Ordinance	Implement Ordinance	Implement Ordinance	Implement Ordinance
3.B Identify MS4 outfalls to "Waters of the State"								
1 Develop map identifying MS4 outfalls for MS4 area as defined by the KDOW/US Census Bureau	Develop drainage system map to include drainage system and outfall definition in current MS4 permit.	Map fully develop by end of permit period	MS4 Program Coordinator	Explore Partnership Opportunities with Triple S (planning), Louisville MSD and City of Shelbyville	Planning Progress Reported	Begin Collecting data (or implement partner agreements)	Collect data (or implement partner agreements)	Collect data (or implement partner agreements)
3.C Detect Illicit Discharges								
1 Develop written IDDE plan to identify illicit discharges and illegal dumping	Implement IDDE plan described below for identifying illicit discharges and illegal dumping to MS4	Written Plan by May 1, 2020	MS4 Program Coordinator	Evaluate Examples from Other	Draft Plan in Preparation	Plan in Place	Implement Plan	Implement Plan
2 Implement plan to inform employees and public about hazards associated with illegal discharges and improper waste disposal and where to report them	(See 1.A.2) Plan developed and being implemented	(See 1.A.2)	(See 1.A.2)	Summary of Discussions at Departmental Meetings - sign in sheet	Summary of Discussions at Departmental Meetings - sign in sheet	Summary of Discussions at Departmental Meetings - sign in sheet	Summary of Discussions at Departmental Meetings - sign in sheet	Summary of Discussions at Departmental Meetings - sign in sheet
3 Maintain web-site for public reporting of illicit discharges and illegal dumping	Utilize system developed that collects and tracks reports from public	Track reports from public to website	MS4 Program Coordinator		Investigate all reports	Investigate all reports	Investigate all reports	Investigate all reports
4 Conduct dry-weather field screening program for illicit discharges	Perform field screen in approximately 25% of system area per year (starting in PY2)	Full MS4 Area screened by end of Permit Term	MS4 Program Coordinator		Perform inspections at least 25% per year (or total by PY5)	Perform inspections at least 25% per year (or total by PY5)	Perform inspections at least 25% per year (or total by PY5)	Perform inspections at least 25% per year (or total by PY5)
5 Report/Refer potential illicit discharge observations to the City of Shelbyville, City of Simpsonville, neighboring counties and/or Kentucky Transportation Cabinet as appropriate for the location observed	Summary of potential illicit discharges referred to other agencies	Summary Document	MS4 Program Coordinator		Summary Report	Summary Report	Summary Report	Summary Report

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3.D Eliminate Illicit Discharges									
1 Implement procedures for removing illicit discharges	Implement IDDE plan described below for eliminating illicit discharges and illegal dumping to the MS4	See Activities Below	See Activities Below			-	-	-	
2 Implement citation and/or other enforcement mechanisms penalizing people/entities responsible for illicit discharges and/or illegal dumping	If deemed effective and applicable, provide means for sufficient field staff to support enforcement need	Effective Ordinance by May 1, 2020	MS4 Program Coordinator		Identify need for additional field staff or temporary resources	Summarize enforcement actions	Summarize enforcement actions	Summarize enforcement actions	
3 Perform follow-up inspections at locations of prior illicit discharges and/or illegal dumping to ensure issues are resolved	Start performing follow-up inspections for priority and/or high risk illicit connections	Summary of follow-up Inspections	MS4 Program Coordinator		Identify need for additional field staff or temporary resources	Summarize follow-up inspections	Summarize follow-up inspections	Summarize follow-up inspections	
4 (Spreadsheet) for tracking illicit discharges and illegal dumping	Maintain spreadsheet that documents potential illicit discharge locations, enforced illicit discharges and resolutions	spreadsheet maintained	MS4 Program Coordinator			Maintain spreadsheet	Maintain spreadsheet	Maintain spreadsheet	

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4. CONSTRUCTION SITE STORMWATER RUNOFF CONTROL				Year 1	Year 2	Year 3	Year 4	Year 5
Task Title - BMP - Activity Description	Measureable Goal / Quantifiable Products	Targets / Measurable	Responsible Parties	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
4.A Regulatory Basis								
1 Requirements for construction site water quality issues including sanctions for non-compliance at sites of one or more acres (cumulative)	See Activities Below		See Activities Below	-	-	-	-	-
2 Implement ordinance for specifying BMPs to be used, how they are to be sized and implemented	Ordinance or other regulatory mechanism in place, meeting the specific requirements in the MS4 Permit	Effective Ordinance by May 1, 2020	County Attorney, Fiscal Court	Research and Preparation	Adopt Ordinance	Implement ordinance	Implement ordinance	Implement ordinance
3 EPSC at Home building sites	Implement system of EPSC regulations for individual homebuilder that is associated with the building permit process	Effective Ordinance by May 1, 2020		County Attorney, Fiscal Court	Research and Preparation	Adopt Ordinance	Enforce Building Permit	Enforce Building Permit
4.B Erosion Prevention and Sediment Control								
1 Requirements for erosion prevention and sediment controls (or management practices)	Policy in place and being applied		See Activities Below	-	-	-	-	-
2 Develop requirements for erosion prevention and sediment controls (or management practices), operation and maintenance plan or Stormwater Pollution Prevention Plan and time-based implementation of controls	Guidance documents created or reference documents identified	Written Policy published by Ordinance Effective Date	MS4 Program Coordinator	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
3 Report/Refer erosion and silt observations to the City of Shelbyville, City of Simpsonville, neighboring counties and/or Kentucky Transportation Cabinet as appropriate for the location observed	Summary of potential erosion or silt issues referred to other agencies	Summary Document	MS4 Program Coordinator		Summary Report	Summary Report	Summary Report	Summary Report
4.C Construction Site Waste Control Requirements								
1 Requirements for construction site waste controls and management practices	Guidance documents created or reference documents identified		See Activities Below	-	-	-	-	-

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4.D Water Quality Plan Review									
1	Require "Erosion Prevention and Sediment Control Plan" or "Stormwater Pollution Prevention Plan" (SWPPP) be included with construction drawings	Guidance documents created or reference documents identified	Development Requirement in Place	MS4 Program Coordinator	Requirement in Place	Requirement in Place	Requirement in Place	Requirement in Place	Requirement in Place
2	Use checklists facilitating covering erosion prevention, sediment control and waste control practices review considerations	Itemized requirements and considerations necessary for plan approval	Checklists Adopted and Advertised on Web Site	MS4 Program Coordinator	Develop Review Checklists	Develop Review Checklists	Advertise Checklists	Advertise Checklists	Advertise Checklists
4.E Inspection and Enforcement									
1	Perform scheduled inspections	Inspections performed on regular basis	Summary of annual inspections and enforcement actions	MS4 Program Coordinator	Start Inspections	Start Inspections	Summary of Inspections Performed	Summary of Inspections Performed	Summary of Inspections Performed

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5. POST-CONSTRUCTION STORMWATER MANAGEMENT				Year 1	Year 2	Year 3	Year 4	Year 5
Task Title - BMP - Activity Description	Measureable Goal / Quantifiable Products	Targets / Measurable	Responsible Parties	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
5.A Regulatory Basis								
1 Program to address long-term water quality from sites of one acre or more	Program as described below, ensuring controls are in place that prevent or minimize water quality impacts		See Activities Below	-	-	-	-	-
2 Require new and redevelopment to address long-term water quality via structural and non-structural water quality practices be applied at all new developments	Ordinance or other regulatory mechanism in place, meeting the specific requirements in the MS4 Permit	Effective Ordinance by May 1, 2020	County Attorney, Fiscal Court	-	-	-	-	-
3 Report/Refer relevant post-construction water quality BMP observations to the City of Shelbyville, City of Simpsonville, neighboring counties and/or Kentucky Transportation Cabinet as appropriate for the location observed	Summary of potential BMP issues referred to other agencies	Summary Document	MS4 Program Coordinator		Summary Report	Summary Report	Summary Report	Summary Report
5.B BMP Strategies								
1 Explore partnerships with Louisville MSD, City of Shelbyville, University Extension Offices, NRCS, Master Gardeners and/or Clear Creek Conservation Trust for outreach regarding the implementation of green infrastructure	Identify and begin implementing opportunities to host, participate and/or promote programs, training or other activities that support the MS4 program objectives including use of management practices for erosion prevention, sediment control and post-construction stormwater quality practices.	At least one event per year	MS4 Program Coordinator	Host, Participate in or promote at least one	Host, Participate in or promote at least one	Host, Participate in or promote at least one	Host, Participate in or promote at least one	Host, Participate in or promote at least one
2 Identify, select, develop and/or reference appropriate guidance materials or checklists for structural and non-structural management practices	Policy, guidance document and/or checklists in place to support design and development of BMPs	In place by Ordinance Effective date	MS4 Program Coordinator	Enforce existing plan				
3 Perform Policy Review for Green Infrastructure	Review existing policies that may encourage or discourage use of green infrastructure	Written Summary by May 1, 2020	MS4 Program Coordinator	Written Summary by May 1, 2019	Consider Findings in New Ordinances			
4 FILO - Fee-in-lieu of Construction	Evaluate need and feasibility of implementing local FILO program	Evaluation Summary	MS4 Program Coordinator	Evaluation Summary				

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5.C Long-term Operation and Maintenance									
1	Ensure long-term operation and maintenance of management practices	Develop agreement for new development and re-development	Per Ordinance by May 1, 2020	MS4 Program Coordinator	Draft Agreement	Agreement Template Approved by Fiscal Court	Agreement used as needed	Agreement used as needed	Agreement used as needed
2	Post-construction BMP inspections	Perform regular inspections (at least once per MS4 permit cycle) via the County or self-inspections, to ensure that sites are maintained according to all documented long term maintenance agreements, Notify owners of Operations and Maintenance issues and enforce as necessary	Summary of inspections performed and enforcement actions	MS4 Program Coordinator			Begin Inspecting post construction BMPs	Summarize Inspections	Summarize Inspections

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6. POLLUTION PREVENTION / GOOD HOUSEKEEPING FOR COUNTY OPERATIONS				Year 1	Year 2	Year 3	Year 4	Year 5
Task Title - BMP - Activity Description	Measureable Goal / Quantifiable Products	Targets / Measurable	Responsible Parties	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
6.A Operation and Maintenance Program								
1 Develop written Good Housekeeping program having the ultimate goal of preventing or reducing pollutant runoff from municipal operations	Program developed and implemented. Annual program assessments will review at least one inspection of Good Housekeeping program annually	Written Plan by May 1, 2020	Road Department Manager		Develop Written Plan	Perform Facility Inspections (4/year)	Perform Facility Inspections (4/year)	Perform Facility Inspections (4/year)
6.B Employee Training								
1 Good Housekeeping Training	Use quarterly inspections per Good housekeeping Program results in annual Training Sessions with Road Department / Maintenance Facility Staff	Summary of Training Performed	Road Department Manager	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
2 Explore partnerships that facilitate participation / observation with City of Shelbyville and/or Louisville MSD in their Co-permittee and/or municipal operations training programs	Summary of discussions with City of Shelbyville and Louisville MSD	At least two learning opportunities over the course of the permit term	Road Department Manager	Open Discussion	At least 1 learning opportunity		At least 1 learning opportunity	
3 Herbicides, pesticides and fertilizers storage and use training	Keep training requirements current for staff using herbicides and pesticides	Summary of Certifications	Road Department Manager	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
6.C Other Pollution Prevention Measures								
1 Limit Sanitary Sewer Discharges	Enter an agreement with the Louisville Metropolitan Sewer District for the collection and treatment of sewage from the Kentucky Correctional Institution for Women at 3000 Ash Avenue	Agreement in Place	MS4 Program Coordinator	Report Agreement Status	Report Agreement Status	Report Agreement Status	Report Agreement Status	Report Agreement Status

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7. OTHER MS4 PERMIT REQUIREMENTS				Year 1	Year 2	Year 3	Year 4	Year 5
Task Title - BMP - Activity Description	Measureable Goal / Quantifiable Products	Targets / Measurable	Responsible Parties	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23
REPORTING								
A Develop Annual Report	Use KDOW format document or develop other format to communicate Program Activities, Accomplishments, Deficiencies, Needs and Changes	Written Report - Submitted via KDOW web portal by April 15th each year	MS4 Program Coordinator	Written Report - Submitted via KDOW web portal	Written Report - Submitted via KDOW web portal	Written Report - Submitted via KDOW web portal	Written Report - Submitted via KDOW web portal	Written Report - Submitted via KDOW web portal
MONITORING								
B Develop Monitoring Program	Written Monitoring Program to address 6 key issues identified in the MS4 Permit and KDOW memo regarding monitoring program for Phase II MS4s dated December 19, 2014	Written Plan	MS4 Program Coordinator		Research on Needs and TMDL	Research on Needs and TMDL	Draft Plan	Written Plan
TRAINING								
C MS4 Operator Training	Key MS4 program staff participate in MS4 related training topic covering topics ranging from education and outreach, public involvement, construction BMPs, post-construction BMPs, illicit discharge identification and elimination, GIS mapping, municipal stormwater BMPs, program administration, enforcement mechanisms and legal matters, monitoring, other topics that may benefit the MS4 operator or key staff in implementation of their duties	Summary of at least 12 hours training annually	MS4 Program Coordinator	at least 12 hours				
TMDL - Total Maximum Daily Load								
D Determine if there are any TMDLs or "Impaired Waters" in the MS4 Area	Utilize State Water Health Portal to determine and investigate TMDLs in the MS4 area	Research Summary	MS4 Program Coordinator	Summarize Findings	Summarize Findings			Reevaluate and Summarize Findings
E Develop Monitoring Program or other actions to account for reaches with a TMDL or "Impaired Waters" in the MS4 Area	To be determined based on findings and pollutants of concern; add or modify activities to the SWQMP	Proposed Actions Summary and/or Monitoring Plan	MS4 Program Coordinator					Proposed Monitoring Program and/or Other Actions
FISCAL NEEDS								
F Assess the financial, staffing and other resource needs to develop and implement the SWQMP	Financial Plan to meet permit needs	Findings Summary	MS4 Program Coordinator w/ Finance Director	Summarize Findings				